

## **Public Involvement Plan Proposed Scope of Work -- FY 2002-2003**

**May 9, 2001  
(Rev. 10/15/2001)**

**NEW START  
Project No.: PIP 12J**

**Lead Agency:** U.S. Fish and Wildlife Service (Program Director's Office)

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**Title of Proposal:**\_\_\_\_Interactive Map of the Colorado River Basin

**Background:** The Recovery Program needs an interpretive map of the Colorado River Basin to provide target audiences with a broader context of the program and show the various audiences specifically how they interface with recovery efforts. An interactive, computerized map of the Colorado River Basin will enable the Recovery Program to provide customized information appropriate to specific audience needs. The map would be available in both electronic and print formats and would be used at public meetings, on the Recovery Program website, in Recovery Program publications, and to provide to print and broadcast news media. In addition, researchers would have access to the map to highlight specific projects they are involved with.

Recognizing a similar public education need for its own audiences, the Public Affairs Committee of the Colorado River Water Users Association voted in 2001 to develop a web-based map of the Colorado River Basin. The Recovery Program has the opportunity to partner with this organization to develop a base map that can be adapted by both organizations for various uses. This partnership would enable the Recovery Program to develop this map in a more cost-effective and timely manner than if it pursued such a project on its own.

Once the base map is completed, the Recovery Program would hire a contractor to customize the map for specific Recovery Program needs.

### **Strategies/Dates:**

1. Identify and prioritize the levels of customization needed for the various Recovery Program target audiences and purposes.  
Responsibility: Chris Treese/John Shields/Debbie Felker/I&E Committee/Program staff  
Completion Date: February 2002\_\_\_\_
2. Work with Colorado River Water Users Association to develop a computerized, generic base map of the Colorado River Basin, its major tributaries and diversion structures.  
Responsibility: Chris Treese/John Shields/Debbie Felker  
Completion Date: June 2002
3. Hire contractor to customize the base map

Responsibility: Chris Treese/John Shields/Debbie Felker  
Completion Date: September 30, 2002

<b>Budget:</b> _____	\$20,000 FY 2002	(Recovery Program annual funds)
_____	\$ 5,000 FY 2003	(Recovery Program annual funds for maintenance)